

Q&A

Q: Could you clarify the audience for the survey? Is it customers and potential customers in the general public only, or are community leaders also meant to be included in the research? If the latter, could you confirm which leader audiences among those outlined on Page 4 of the RFQ?

A: The Pierce County Library System is seeking public opinion research of individuals living in its service area—from the general public, library visitors/users and potential library visitors/users. If a respondent recommends interviews with community leaders as well, we would entertain the recommendation.

Q: Do you have specifications for survey sample size and questionnaire length, given that you are looking for comparability with the 2023 survey?

A: The Library System would like a recommendation from the public opinion research firm regarding sample size that would be representative of the Library System’s service area. In 2023, the research firm surveyed 649 individuals, with approximately 10 minutes for each respondent to complete the questionnaire.

Q: Could the 2023 questionnaire be shared with us informationally as we prepare our proposal?

A: These are the questions from the 2023 questionnaire:

Are you aged 18 or older living within Pierce County, but not in the city limits of Carbonado, Fircrest, Puyallup, Roy, Ruston, or Tacoma?

Do you, or anyone else in your household work for the Pierce County Library System?

How would you rate the quality of life in your area?

And what do you think is the most important problem facing your area today?

How important would you say that public libraries are for the quality of life in your area?

How familiar would you say you are with the Pierce County Library System?

Do you or someone in your household have a current Pierce County Library System library card?

Have you or someone in your household walked into a Pierce County Library or used the Pierce County Library online in the past 12 months?

And in the past 12 months, about how often did you visit any Pierce County Library or use Pierce County Library online services?

In the past 12 months, which Pierce County Library have you visited most often, if any?

How do you prefer to get information about events, materials, and resources the library offers?

Thinking about your satisfaction with various aspects of the Pierce County Library System, please rate how satisfied or dissatisfied you are with each of the following:

- The Pierce County Library System, overall
- The local library in your community
- The value of Pierce County Library services received for what you currently pay in property taxes
- How well Pierce County Library uses your tax money to fund the services it provides to you and your community
- The convenience and accessibility of library locations
- The range of services, programs, and materials available in-person
- The range of services, programs, and materials available online or digitally
- Your personal safety while visiting libraries
- Libraries as welcoming and inclusive places

How interested are you in using your local library, or other Pierce County Library services more often in the future?

What, if anything, prevents you from using a Pierce County Library?

What improvement, if any, do you think would make you more likely to use Pierce County Library services more often in the future?

For each of the following services and amenities, how much of a priority do you think it is for the Pierce County Library System to invest in each item?

- Physical materials, such as printed books, magazines, DVDs, etc.
- Digital materials, such as e-books, audiobooks, streaming music or video, etc.
- Community, meeting, and study spaces
- Events, programs, and classes
- Staff assistance to help you locate materials and information
- Referrals and information about social and community services
- Access to computers, laptops, or other technology
- Offering programs and services which reflect the diversity of the community
- Materials available in languages other than English
- Events and opportunities to connect with other people in your community
- Early learning and children's literacy programs and resources

- Technology labs with computers and other tech
- Creativity labs for arts, crafts, and designing
- Content creation space for sound and video recording and editing
- Partnerships with other public and non-profit organizations to deliver community services to people in need
- Access to computers, Wi-Fi, printers and other technology

Do you agree or disagree with the statement?

- My property taxes are already too high. I would prefer that the Library cut service levels instead of increasing my property taxes.
- I believe Pierce County Library spends my tax dollars wisely.
- We need to invest more in our libraries to improve the service quality and access for everyone in our growing communities.
- Inflation is really bad right now, and with so much uncertainty it's a bad time to raise taxes.
- Libraries function as important community centers and gathering places, offering more than just resources to patrons.

Do you have any children under 18 living in your household?

What is the last grade you completed in school?

Do you have access to the internet in your home?

What type of device do you use to access the internet at home?

Do you own or rent the place in which you live?

What kind of dwelling do you live in?

What is your home zip code?

Which age group are you in?

What is your gender identity?

What ethnicity do you consider yourself to be?

What languages are regularly spoken in your home?

Q: Do you have a budget limit that we should be mindful of when scoping this project?

A: The budget is \$50,000 for this project.